

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Sales	Retail
1221 _____	1222 _____
1222 _____	1223 _____
1223 _____	1226 _____
1224 _____	1229 _____
1225 _____	ROM
1226 _____	PC MC
1229 _____	SC PA
1230 AE	JG
1244 JM, FP	RSM RBM

51847 1809

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #375878

P. Cox
McLANE-NORTHEAST

JANUARY: DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Paul:

We have placed orders for *Doral Pre-Sleeved Tear Tape* product (@ .50¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. 1290 SKUs of Displays (item #535481) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2620-01

<u>UPC Code</u>	<u>Doral</u>	<u>#/(6M)</u>
	<u>Brand Styles</u>	<u>Cases</u>
12300-24698	Light	43
12300-24750	Light 100	43
12300-24752	Lt Men 100	43
12300-24751	FF 100	43

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): January 5, 1998

Displays Arrival (@ Consolidated): January 8, 1998

Ship Date to Retail: January 26, 1998

Display (Item #535481)

<u>SKU CUBE:</u>	0.4965
<u>SKU WT (w/o Product):</u>	1.5625 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	\$25,979.18

51847 1810

-2-
B2G4Off

Promotion Description: Utilize self-contained shipper displays. Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST
SEE ATTACHED 'WHOLESALER PACKING INSTRUCTIONS'**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$842.80 (60.2 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

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**Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: DORAL \$1.00 OFF 2-PACK PURCHASE / PROMO #800004

RETAIL DISTRIBUTION DATE: 1/26/98

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE											
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI	
A-PLUS/SUNOCO	301	See List	371	1	2	25			2	16	108		214	3	
AMOCO	68	1	58							27	2			29	
BP OIL	44	1	44											44	
COASTAL MART	37	2	74						22					52	
COOKS CONVENIENT	7	See List	10								10				
COUNTRY FAIR	70	See List	87								13	7		67	
CONV EXPRESS	5	See List	9								9				
EXPRESS MART	41	See List	48								46				
HESS MART	51	See List	93						4	78				11	
HESS STATION	155	See List	168	1		2			28	97			39	1	
KRAUSZERS	12	1	12	12											
MANLEY'S	11	See List	30								30				
MOBIL / ON THE RUN	100	1	100	14		24			13		44			5	
QUICKWAY	29	See List	36								36				
7/11 - HANDEE MART	24	1	24								1	9	14		
SUGARCREEK	71	1	71								71				
SUNRISE FOODS	16	See List	21								21				
INDEPENDENTS & SMALL CHAINS	33	See List	33	1		4	2		3	4	13			6	
TOTALS	1065		1287	29	2	55	2	0	18	101	578	8	9	476	9